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**The Influence Of Advertisement Through the Media Of Radio And  
Television On the Acceptance Of Commercial Products With  
Emphasis On Health**

Jesse W. Williams, Jr.

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THE INFLUENCE OF ADVERTISEMENT THROUGH THE MEDIA OF RADIO  
AND TELEVISION ON THE ACCEPTANCE OF COMMERCIAL PRODUCTS  
WITH EMPHASIS ON HEALTH



JESSE W. WILLIAMS, JR.

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THE INFLUENCE OF ADVERTISEMENT THROUGH THE MEDIA OF RADIO  
AND TELEVISION ON THE ACCEPTANCE OF COMMERCIAL  
PRODUCTS WITH EMPHASIS ON HEALTH

A Thesis

Presented to

The Faculty of the Department of Physical Education  
Prairie View A & M College

In Partial Fulfillment  
of the Requirements for the Degree  
Master of Science

By

Jesse W. Williams, Jr.

August, 1958

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## ACKNOWLEDGMENT

The writer is deeply grateful to Dr. C. A. Wood for his interest, guidance, and valuable suggestions throughout the writing of this Thesis.

J. W. W.



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## CHAPTER I

### INTRODUCTION

"We have all heard one say 'advertising never sold me anything' but it's not true."<sup>1</sup> Advertising has sold everyone of us something. Benton and Bowles, Inc., said that there are three basic functions of advertising. First, it "informs" us of news about products. Second, it makes us "want" things advertised. Third, "it creates so much demand that mass production is possible...more goods are sold...for less money."<sup>2</sup>

For many years man has used many devices as a medium to advertise or communicate with one another. Whether it was for political, religious, commercial or moral interests, all accept advertising as important in the control of the attitudes and opinions of the general public.<sup>3</sup>

Radio and Television have played important parts as sources

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<sup>1</sup>Benton and Bowles, Inc., Advertising Agency Magazine (New York: Moore Publishing Company, June 6, 1958), p. 21.

<sup>2</sup>Ibid., p. 21.

<sup>3</sup>G. Duncan, "The Validity of Health Information Gained Through Radio". Research Quarterly (Washington 6, D. C.: American Association for Health, Physical Education and Recreation, Vol. 16, May, 1945), p. 102.

of information and entertainment, and public control has become increasingly evident during the past three decades.<sup>4</sup>

Radio and television advertisement, like other advertising, tries to stress two stimuli in their advertising to "penetrate the minds and penetrate emotions of consumers."<sup>5</sup> It is difficult to determine the precise manner in which a particular appeal is able to affect its listeners or viewers.

When the buying habits of the public are involved, we do not become greatly concerned unless the article offered for sale may be detrimental to the individual's well being. But it is in this respect that much damage has been done and still is being done, through dramatic, sensational, and often misleading appeals. Drugs are being offered for sale which are of doubtful value and sometimes actually deleterious to the individual's health.

#### THE PROBLEM

Statement of the problem. This study was undertaken to determine the extent to which selected groups of

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<sup>4</sup>Ibid., p. 103.

<sup>5</sup>Kenneth Groesbeck, "Stress Two Stimuli in Your Advertising." Advertising Agency Magazine (New York: Moore Publishing Company, June 6, 1958), p. 34.



people accept the health information conveyed through the commercials of radio and television programs. It had as its aim the determination of difference in response and acceptance of radio and television appeals at different educational levels, and the views of specialists.

Importance of the study. This study was important to the writer because it reveals how his community felt about these advertisements. Many people take things or use advice given them about maintenance and improvement of their health without consulting their physicians to see actually if there is a need for certain products or practices. Many times this result in the unnecessary buying and waste of money.

#### DEFINITIONS OF TERMS

Acceptance: "To receive (a thing offered) with a consenting mind."<sup>6</sup>

Advertisement: "...Form of selling. Its purpose is to persuade people to buy goods or services, or to accept a point of view. Advertising messages are carried to large

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<sup>6</sup>Webster's New Collegiate Dictionary (Springfield, Mass.; G & C Merriam Company, Second Edition, Copyright 1951), p. 5.

audiences through newspapers, magazines, radio, television, and other means of getting people's attention."<sup>7</sup>

Commercial: "A produce or producible in large quantities for commerce having financial profit as the primary aim; as, a commercial product."<sup>8</sup>

Health: "...Health is a state of complete physical efficiency. It is developed by habit, by custom, by doing, and not merely by thinking, or knowing."<sup>9</sup> It is not secured through medication but by proper food and rest.<sup>10</sup>

Media: "The in between communications of manufacturers and consumers to aid selling of products on the market."<sup>11</sup>

Product: "Anything obtained as a result of some operation or work through manufacturing."<sup>12</sup>

<sup>7</sup>The World Book (Chicago: Field Enterprises, Inc., Vol. I, Copyright Renewed 1957), p. 55.

<sup>8</sup>Webster's New Collegiate Dictionary, op. cit., p. 165.

<sup>9</sup>C. E. Turner, "Hygiene and Health", Personal and Community Health (St. Louis, Missouri (C. V. Mosby Company, Eighth Edition, 1948), p. 21.

<sup>10</sup>Ibid., p. 21.

<sup>11</sup>Webster's New Collegiate Dictionary, op. cit., p. 522.

<sup>12</sup>Ibid., p. 673.

## CHAPTER II

### REVIEW OF LITERATURE

There has been plenty of talk and study about public opinions of and the influence of advertised products.

Duncan found in the study of "The Validity of Health Information..." that advertised products rated higher among the lower socio-economic groups.<sup>1</sup> Products designed to improve digestion and elimination rated the highest by experts and skin, hair and teeth the lowest. There was a negative relationship between educational status and acceptance of radio advertising.<sup>2</sup>

Turner states that the content patent medicines are comparable greater in alcohol than some alcoholic drinks.<sup>3</sup> He said that, "the man who is foolish enough to take such remedy without the advice of a good physician should know what it is that makes him 'feel better' when he takes a patent medicine cocktail."<sup>4</sup>

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<sup>1</sup>Duncan, op. cit., p. 104.

<sup>2</sup>Ibid., p. 105.

<sup>3</sup>Turner, op. cit., p. 199.

<sup>4</sup>Ibid., p. 199.

The World Book states by taking aspirin one can reduce 1/4 of body pain. Psychogenic, pains go away when the reason for the mental or emotional disturbance is removed.<sup>5</sup>

It also states that advertising is a vital factor in our economic life. It constantly stimulates consumer needs and wants for products and services. Advertising must be honest, and it must be in good taste. To forbid the false advertising in the selling of foods, drugs, and cosmetics is the duty of The Federal Trade Commission.<sup>6</sup> It prohibits any advertisement, other than labeling, which is misleading in a material respect.

Meyers, in his book on Elements of Modern Economics, said in selling products or goods we are concerned with two conflicting psychological tendencies. They are: "The desire for novelty or improvement and the force of habit."<sup>7</sup> This will differ widely from one individual to another.

Robinson said, there are two things we need to know to evaluate advertisements:

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<sup>5</sup>The World Book, op. cit., Vol. XIII, p. 6033.

<sup>6</sup>Ibid., Vol. I, pp. 55-56.

<sup>7</sup>Albert Meyers, "Selling Cost", Elements of Modern Economics (New York: Prentice Hall, Inc., 1946), p. 187.



"(1)...what the reader does to the ad, that is if he remembers seeing it, and if so, how much of it he reads, if any; (2)...what that ad does to the reader, -- that is how and to what degree it influenced his attitude toward the service or product advertised."<sup>8</sup>

He believes the latter is the most important or meaningful. He also states that there are six specific questions that should be answered in evaluating an advertisement.

- (1) How well did the reader understand the ad?
- (2) What sales points did the ad get over to him?
- (3) Were these points reasonable, believable?
- (4) Were these important to him personally?
- (5) Was the reader's overall reaction to the ad favorable?
- (6) In comparison with other ads, how did this ad rank on these points?...What did the reader carry away from it?<sup>9</sup>

Advertising has a social force. Sir Winston Churchill, in a speech delivered before the Advertising Club of London in 1942, stated:

Advertising nourishes the consuming power of men. It creates wants for a better standard of living. It sets up before a man the goals of a better home, better clothing, better food for himself and his family. It spurs individual exertion and greater production.... The business of advertising has a big part to play in the future of the world!"<sup>10</sup>

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<sup>8</sup>D. E. Robinson, "Ad Readership Research", Advertising Agency Magazine (New York: Moore Publishing Company, June 20, 1958), p. 20.

<sup>9</sup>Ibid., p. 21.

<sup>10</sup>Benton and Bowles, Inc., op. cit., p. 21.

## CHAPTER III

### MATERIAL AND METHODS USED

The material of the study was taken directly from the commercials that were broadcasted and televised on programs sponsored by manufacturers of four different groups of products: (1) those relating to the maintenance and improvement of the health of skin, hair, and teeth; (2) those relating to the health of the respiratory organs; (3) those relating to the health of the digestive, assimilative and excretory function; and (4) those relating to pain relief and general health.\*

The key appeals were selected from the commercials, reworded in some cases, and submitted to four groups of judges for evaluation on a five-point credibility scale.

The statements were submitted for scoring to the following groups of judges:

- Group I - 34 laymen: housewives, laborers
- Group II - 22 college graduate students and teachers
- Group III - 17 teachers of health, physical education and science
- Group IV - 14 experts: chemists, physicians, dentists, nurses, dermatologists

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\*The four categories of products for consideration were taken from Duncan's study of "The Validity of Health Information", Research Quarterly (Washington 6, D. C.: American Association for Health, Physical Education and Recreation, Vol. XVI, May, 1945), pp. 102-105.

The rating scale employed in the evaluation was as follows:

5 points ----- true  
4 points ----- possibly true  
3 points ----- do not know - cannot determine  
2 points ----- possibly false  
1 point ----- false

## CHAPTER IV

### TECHNIQUE EMPLOYED AND RESULTS

Presenting Data: The writer submitted questionnaires to find the opinions of 125 subjects. The subjects were selected from Physical Education, Health and Science Teachers at Prairie View A & M College who were attending school for the first summer session, 1958. The other subjects were selected from doctors, nurses, dentists, dermatologists, college graduates, teachers, and laymen in Kerrville, Texas.

The questionnaires were composed of 60 statements about products advertised by radio and television programs. All questionnaires were personally submitted to each subject by the writer. After the writer explained the procedure to execute the questionnaire, each subject was allowed one week to complete the questionnaire independently.

Results: Of the 125 questionnaires, only 69.6 per cent was returned.\* The reasons for the non-return

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\*69.6 per cent made up the number of each group as shown in Chapter III of this study, p. 8.



of the remaining 30.4 per cent was as follows:

- (1) 12 per cent of the subjects had gone on vacation or had gone home during the change of semesters.
- (2) 4 per cent believed they might be involved in a protest by giving their opinions on such a study.
- (3) 14.4 per cent did not have time to fill out questionnaire.

Formulating the results of data. The following are tables showing the average rating of statements submitted to each group to judge whether they believed the statements were true, not certain or doubtful, or false.\*\*

---

**\*\*Average Rating:**

True----	3.6	to	5.
Doubtful	2.5	to	3.5
False---	0.	to	2.4

The average rating was derived by finding the total points that each statement received from the group and divided by the number of subjects in the groups. Example: In Table I, the first statement was checked as follows:

Six checked <u>true</u> .....	6 x 5 =	30
Seven checked <u>possible</u>		
<u>true</u> .....	7 x 4 =	28
One checked not certain..	1 x 3 =	3

Total Points	<u>61</u>
--------------	-----------

The number in the group was 14. Thus, 61 divided by 14 = 4.3.

TABLE I

STATEMENTS ACCEPTED "TRUE" (3.6 to 5) BY EXPERTS

STATEMENTS	AVERAGE RATING
When glare, dust, smoke or tension bothers your eyes, sooth them with <u>Murine</u> . -----	4.3***
<u>Mexsana</u> power relieves and actually prevents simple rashes, chafe, gal shoe sore feet. -----	3.8
<u>Borden's Starlac</u> contains all the proteins, B Vitamins, Calcium and other minerals of the finest pasteurized milk.---	4.0
<u>Milk of Magnesia</u> , an antacid for simple, gastric hyperacidity...mildly laxative. --	3.6***
<u>Colgate Dental Cream</u> and gardol clean your breath as it cleans your teeth. -----	3.7
There's a natural gentleness about <u>Lux</u> that makes it perfect for complexion and bath. -----	3.6
<u>Jergens Lotion</u> furnishes softening moisture your skin needs, stops detergent hands and chapping. -----	3.8

\*\*\*Statements accepted true by all four groups.

TABLE II

STATEMENTS ACCEPTED "TRUE" BY HEALTH, PHYSICAL  
EDUCATION AND SCIENCE TEACHERS (3.6 to 5)

STATEMENTS	AVERAGE RATING
When glare, dust, smoke or tension bothers your eyes, soothe them with <u>Murine</u> . -----	4.0***
Borden's Starlac contains all the proteins, B Vitamins, Calcium and other minerals of the finest pasteurized milk. -----	3.7
<u>Super Anahist Nasal Spray</u> , contains thonzide that melts away mucus. Decongestants to shrink swollen membranes - open all to nasal sinus areas. -----	4.1
<u>Super Anahist</u> cold tablets bring relief to 3 zones where aspirins-bufferin compounds don't work. -----	3.6
<u>Vicks Inhaler</u> now...grand feeling of relief from cold...stuffed nose. -----	4.2
<u>4-Way Cold Tablets</u> for the relief of colds, distress and simple headache. -----	3.9
For upset stomach, indigestion, nausea, or diarrhea - <u>Pepto-Bismol's</u> special medicinal formula soothes with a gentle coating action	3.6
<u>Milk of Magnesia</u> - an antacid for simple hyperacidity...mildly laxative. -----	4.1***
Nozain is ideal for itch, cuts, scratches, burns, severe sunburn. -----	3.8

\*\*\*Statements accepted true by all four groups.

TABLE III  
STATEMENTS ACCEPTED "TRUE" BY COLLEGE  
GRADUATES AND TEACHERS

STATEMENTS	AVERAGE RATING
<u>Anacin</u> acts to relieve pain, calm nerves - leaves you relaxed and fight depression and do not upset the stomach. -----	4.4
When glare, dust, smoke or tension bothers your eyes, sooth them with <u>Murine</u> . -----	4.6***
<u>Miles Nervine</u> - relaxes and let you sleep.--	3.9
<u>Mexsana</u> power relieves-actually prevents simple rashes, chafe, gall shoe sore feet.--	4.1
<u>Bufferin</u> relieves pain twice as fast. Dial- minate makes the difference. -----	3.7
If you feel run down or on the borderline of anemia (tired blood) use <u>Geritol</u> . -----	3.6
<u>Super Anahist</u> Nasal Spray contains thonzide that melts away mucus. Decongestants to shrink swollen membranes-open all to nasal sinus areas. -----	4.1
<u>Alka-Seltzer</u> brings relief...not only for part of you, but all of you...cold discomforts. --	4.3
<u>Coldene</u> gives feelable relief in minutes... most powerful cold medicine you can buy without a prescription. -----	3.9
<u>Bromo Quinine</u> guarantees you more complete relief than any other cold remedy. -----	3.6
<u>4-Way Cold Tablets</u> made with aspirin will re- lieve aches, pains and respiratory congestion due to cold. -----	4.3



TABLE III (continued)

STATEMENTS	AVERAGE RATING
<u>Vicks Inhaler</u> now ...grand feeling of relief from cold...stuffed nose. -----	4.1
<u>Alka-Seltzer</u> brings relief to upset stomach.	4.5
<u>Wesson Oil</u> brightens flavor in foods and digestive frying. -----	4.3
<u>Ex-lax</u> - a good laxative for relief of constipation. -----	4.3
<u>Milk of Magnesia</u> - an antacid for simple gastric hyperacidity...mildly laxative. ----	4.0***
<u>Sal Hepatica</u> ...no other kind of laxative is so gentle, yet so fast acting and sweetens sour stomach at the same time. -----	3.9
You can give your skin complexion new life... leave it softer, fresher with new <u>Palmolive</u> care! -----	3.8
<u>Listerine</u> stops bad breath four times better than tooth paste. -----	3.9
<u>Old Spice</u> after shave lotion is good for your skin, stimulates to a healthy glow, contains extra emollients to guard against loss of vital skin moisture. -----	4.1
<u>Lifebouy</u> keeps your "body breath" clean! 5 times more effective against odor than mere toilet soap. -----	4.1
<u>Gleem with GL-70</u> is the tooth paste for people who can't brush after every meal. -----	3.7
<u>Lanolin Plus</u> accelerates the deficiency in skin and hair appearance of aging in women over twenty. -----	3.6
<u>Ipana with WD-9</u> actually has twice the decay germ killing power of any other leading tooth paste. -----	3.6

TABLE III (continued)

STATEMENTS	AVERAGE RATING
<u>Colgate Dental Cream</u> and <u>gardol</u> clean your breath as it cleans your teeth. -----	4.4
<u>Crest</u> tooth paste with flouristan strengthens teeth themselves...it actually goes in...and locks decay out. -----	3.7
<u>Lavoris</u> mouth wash and gargle is a soothing astringent that leaves delicate mouth and throat tissues clean and invigorated. ----	4.1
There's a natural gentleness about <u>Lux</u> that makes it perfect for complexion and bath.--	4.0
Soap dries your skin, but <u>Dove</u> creams your skin while you wash. -----	3.8
<u>Jergens Lotion</u> furnishes softening moisture your skin needs, stops detergent hands and chapping. -----	4.3

\*\*\*Statement accepted as true by all four groups.

TABLE IV

STATEMENTS ACCEPTED AS "TRUE" BY LAYMEN (3.6 to 5)

STATEMENTS	AVERAGE RATING
<u>Anacin</u> acts to relieve pain, calm nerves, leave you relaxed and fight depression and does not upset stomach. -----	4.5
Relax eyes from close work, look up frequently, also bathe sore, tired, itching, irritated eyes with soothing comforting <u>Lavoptike Eye Lotion</u> . -----	3.8
Why suffer agonies of corns and callouses; get prompt relief the sure way with <u>Johnson Foot Soap</u> . -----	4.0
When glare, dust, smoke or tension bothers your eyes, soothe them with <u>Murine</u> . -----	4.8***
<u>Miles Nervine</u> relaxes and let you sleep.	4.1
<u>Mexsana</u> powder relieves-actually prevents simple rashes, chafe, gall shoe, sore feet.	4.5
Only <u>Royal Gelatin</u> gives you the "fresh-fruit Vitamin-C", its lower in calories.-	3.8
<u>Borden's Starlac</u> contains all the proteins, Vitamin B, Calcium and other minerals of the finest pasteurized milk. -----	4.0
<u>Bufferin</u> relieves pain twice as fast. Di-alminate makes the difference. -----	4.6
If you feel run down or on the borderline of anemia (tired blood), use <u>Geritol</u> . ---	3.9
11 years of research with actual sleepers show more deep, unbroken sleep with Simmons wonderful <u>Beautyrest Mattress</u> .-----	4.2

TABLE IV (continued)

STATEMENTS	AVERAGE RATING
<u>Super Anahist</u> Nasal Spray contains thonzide that melts away mucus. Decongestants to shrink swollen membranes-open to nasal sinus areas. -----	4.7
<u>Alka-Seltzer</u> brings relief...not only for part of you, but all of you...cold discomforts. --	4.7
<u>Super Anahist</u> cold tablets bring relief to 3 zones where aspirin-bufferin compounds don't work. -----	3.7
<u>Bromo Quinine</u> guarantees you more complete relief than any other cold remedy. -----	4.1
<u>Smith Brother's Cough Drops</u> give you fast relief. -----	3.9
<u>4-Way Cold Tablets</u> made with aspirin will relieve aches, pains and respiratory congestion due to cold. -----	4.5
<u>Vicks Inhaler</u> now...grand feeling of relief from cold...stuffed nose. -----	4.6
<u>4-Way Cold Tablets</u> for the relief of colds, distress and simple headache. -----	4.0
Now there's a safe, natural way to overcome constipation due to lack of bulk without habit forming laxative drugs, a daily half cup of <u>Kellogg's All-Bran</u> . -----	3.9
For upset stomach indigestion, nausea, or diarrhea, <u>Pepto-Bismol's</u> special medicinal formula soothe with a gentle coating action.-	4.0
<u>Alka-Seltzer</u> brings relief to upset stomach.	4.9
<u>Wesson Oil</u> brightens flavor in foods and digestive frying. -----	4.1
<u>Ex-Lax</u> - a good laxative for relief of constipation. -----	4.5

TABLE IV (continued)

STATEMENTS	AVERAGE RATING
<u>Milk of Magnesia</u> an antacid for simple gas - hyperacidity...mildly laxative. ----	4.6***
<u>Sal Hepatica</u> ...no other kind of laxative is so gentle, yet so fast acting and sweetens sour stomach at the same time. -----	4.4
<u>Halo</u> glorifies the hair as it cleans. ----	3.8
You can give your skin complexion new life ...leave it softer, fresher with new <u>Palm-olive</u> care! -----	3.9
<u>Listerine</u> stops bad breath four times better than tooth paste. -----	4.3
<u>Old Spice</u> after-shave lotion is good for your skin, stimulates to a health glow..!	4.0
<u>Lifebouy</u> keeps your body breath clean. 5 times more effective against odor than mere toilet soap. -----	4.7
<u>Gleem with GL-70</u> is the tooth paste for people who can't brush after every meal.--	4.1
<u>Dr. West's</u> tooth paste - new ideas in dental care. More protection in a single brushing than any other way. -----	3.6
<u>Lanolin Plus</u> accelerates the deficiency in skin and hair appearance of aging in women over twenty. -----	3.6
<u>Ipana with WD-9</u> actually has twice the decay germ-killing power of any other leading tooth paste. -----	4.2
<u>Revelon's Medicated Baby Silicare Lotion</u> stops diaper rash before it starts. -----	4.0

TABLE IV (continued)

STATEMENTS	AVERAGE RATING
<u>Colgate Dental Cream</u> and <u>gardol</u> clean your breath as it cleans your teeth. -----	4.7
<u>Crest Tooth Paste</u> with <u>flouristan</u> strengthens teeth themselves...it actually goes in ...and locks decay out. -----	4.2
There's a natural gentleness about <u>Lux</u> that makes it perfect for complexion and bath. -	4.7
Soap dries your skin, but <u>Dove</u> creams your skin while you wash. -----	4.5
<u>Bryl Cream</u> - a little dab on the hair is all, it grooms the hair as it glorifies, all the girls will rush to you. -----	4.0
For the most beautiful hair in the world - 4 out of 5 top movie stars use <u>Lustre-Creme Shampoo</u> . -----	4.0
<u>Jergens Lotion</u> furnish softening moisture your skin needs, stops detergent hands and chapping. -----	4.8
<u>Noxzema</u> gives you the cleanest, coolest shave in the world. -----	3.9

\*\*\*Statements accepted true by all four groups.

TABLE V

STATEMENTS DOUBTFUL OR NOT CERTAIN BY EXPERTS

(2.5 to 3.5)

STATEMENTS	AVERAGE RATING
Anacin acts to relieve pain, calm nerves ...and fight depression...upset stomach. -----	3.2
For 50 years people have found swift effective relief by using De Witt's Pills for nagging headaches. -----	2.8
Relax eyes from close work, look up frequently, also bathe sore, tired, itching, irritated eyes with soothing, comforting, <u>Lavoptike Eye Lotion</u> . -----	3.0
Why suffer agonies of corns and callouses; tired, tender, itching, burning, perspiring feet. Get prompt relief the sure way with <u>Johnson Foot Soap</u> . -----	2.7
<u>Miles Nervine</u> - relaxes and let you sleep. ---	2.8
<u>Bufferin</u> relieves pain twice as fast. Dialmi- nate makes the difference. -----	2.5
If you feel run down or on the border line of anemia (tired blood), use <u>Geritol</u> . -----	2.8
11 years of research with actual sleepers show more deep, unbroken sleep with Simmons wonder- ful <u>Beautyrest mattress</u> . -----	3.3
<u>Super Anahist</u> Nasal Spray contains thonzide that melts away mucus. -----	3.2
<u>Alka-Seltzer</u> brings relief...not for part of you but all of you. Cold discomforts. -----	2.8
<u>Wesson Oil</u> brightens flavor in foods and diges- tive frying. -----	4.1

TABLE V (continued)

STATEMENTS	AVERAGE RATING
<u>Super Anahist Cold Tablets</u> brings relief to 3 zones where aspirin-bufferin compounds don't work. -----	3.4
<u>Coldene</u> gives feelable relief in minutes... most powerful cold medicine you can buy without a prescription. -----	2.9
<u>Bromo Quinine</u> guarantees you more complete relief than any other cold remedy. -----	2.5
<u>Smith Brother's Cough Drops</u> give you fast relief. -----	3.0
<u>4-Way Cold Tablets</u> made with aspirin will relieve aches, pains and respiratory congestion due to cold. -----	3.4
<u>Vicks Inhaler</u> now...grand feeling of relief from cold...stuffed nose. -----	3.4
<u>4-Way Cold Tablets</u> for the relief of colds, distress and simple headache. -----	3.3
<u>Kellogg's All-Bran</u> with milk adds needed bulk to your diet to overcome constipation. -----	2.9
<u>Tums</u> for acid indigestion and upset stomach. -----	2.8
<u>Pepto-Bismol's</u> special medicinal formula soothes with a gentle coating action. ----	3.0
<u>Alka-Seltzer</u> brings relief to upset stomach. -----	2.7
<u>Wesson Oil</u> brightens flavor in foods and digestive frying. -----	2.5
<u>Ex-Lax</u> - a good laxative for relief of constipation. -----	3.0



TABLE V (continued)

STATEMENTS	AVERAGE RATING
<u>Sal Hepatica</u> ...no other kind of laxative is so gentle, yet so fast acting and sweetens sour stomach at the same time. ---	2.5
<u>Halo</u> glorifies the hair as it cleans. ----	3.3
<u>Palmolive</u> gives your skin complexion new life...leaves it softer and fresher. -----	2.7
<u>Listerine</u> stops bad breath four times better than tooth paste. -----	2.6
<u>Old Spice</u> after shave lotion is good for your skin. -----	3.5
<u>Lifebouy</u> keeps your body breath clean. ----	3.3
<u>Gleem with GL-70</u> is the tooth paste for people who can't brush after every meal. --	2.5
<u>Dr. West's</u> tooth paste - new ideas in dental care. -----	2.5
Exclusive new suntan discovery prevents dried out skin... <u>Revelon Sun Bath</u> . -----	2.7
<u>Nu-Curl-70</u> the modern curl conditioning discovery by Robert Curley. -----	2.74
<u>Lanolin Plus</u> accelerates the deficiency in skin and hair. -----	3.0
<u>Ipana with WD-9</u> actually has twice the decay germ killing power of any other leading tooth paste. -----	2.5
<u>Revelon's Medicated Baby Silicare Lotion</u> stops diaper rash before it starts. -----	3.1
<u>Crest Tooth Paste</u> ...strengthens teeth themselves...it actually goes in, and locks decay out. -----	2.7

TABLE V (continued)

STATEMENTS	AVERAGE RATING
<u>Lavoris Mouth Wash and Gargle</u> is a soothing mouth wash that leaves delicate mouth and throat tissues clean and invigorated. --	3.5
Soap dries your skin, but <u>Dove</u> creams your skin while you wash. -----	3.1
<u>Bryl Cream</u> ...grooms the hair as it glorifies.	2.7
<u>Lustre-Cream Shampoo</u> for the most beautiful hair in the world. -----	2.9
<u>Vitalis</u> ...grooms the hair - prevents dryness ...stimulates the scalp. -----	3.4/
<u>Lilt</u> - the home permanent you just squeeze... It's breeze! Ends dip, dab, press mess! ---	2.6/
<u>Noxzema</u> gives you the cleanest, coolest shave in the world. -----	2.7

/ Statements considered "doubtful" by all groups.

TABLE VI

STATEMENTS CONSIDERED DOUBTFUL (2.5 to 3.5) BY  
HEALTH, PHYSICAL EDUCATION AND SCIENCE TEACHERS

STATEMENTS	AVERAGE RATING
<u>Anacin</u> acts to relieve pain, calm nerves, leave you relaxed and fights depression ...does not upset the stomach. -----	3.5
<u>Lavoptike Eye Lotion</u> soothes sore, tired, itching, irritated eyes. -----	2.5
<u>Johnson Foot Soap</u> gives relief to tired, tender, itching, burning, perspiring feet. -----	2.5
<u>Miles Nervine</u> , relaxes and let you sleep. --	2.6
<u>Mexsana Powder</u> relieves-actually prevents simple rashes, chafe, gall shoe, sore feet.--	2.5
<u>Bufferin</u> relieves pain twice as fast. Di- alminate makes the difference. -----	2.5
<u>Simmons wonderful Beautyrest Mattress</u> gives you more deep, unbroken sleep. -----	3.5
<u>Alka-Seltzer</u> brings relief...not part of you, but all of you...cold discomfort. -----	3.0
<u>Coldene</u> gives feelable relief in minutes... most powerful cold medicine you can buy with- out a prescription. -----	3.4
<u>Bromo Quinine</u> guarantees you more complete relief than any other cold remedy. -----	2.9
<u>4-Way Cold Tablets</u> made with aspirin will re- lieve aches, pains and respiratory congestion due to cold. -----	3.4
<u>Kellogg's All-Bran</u> with milk adds needed bulk to your diet - prevents constipation. -----	2.5

TABLE VI (continued)

STATEMENTS	AVERAGE RATING
<u>Tums</u> for acid indigestion and upset stomach. -----	3.0
<u>Wesson Oil</u> brightens flavor in food and digestive frying. -----	3.4
<u>Revelon's</u> medicated Baby Silicare Lotion stops diaper rash before it starts. -----	2.6
<u>Colgate Dental Cream</u> and <u>Gardol</u> cleans your breath as it cleans your teeth. -----	2.9
<u>Lavoris Mouth Wash and Gargle</u> is a soothing astringent that leaves delicate mouth and throat tissues clean and invigorated. ----	2.9
There's a natural gentleness about <u>Lux</u> that makes it perfect for complexion and bath. -	3.2
Soap dries your skin, but <u>Dove</u> creams your skin while you wash. -----	3.3
<u>Vitalis Hair Tonic</u> grooms the hair-prevents dryness...stimulates the scalp. -----	2.6
<u>Sal Hepatica</u> ...no other kind of laxative is so gentle, yet so fast acting and sweetens sour stomach at the same time. -----	3.0
<u>Halo</u> glorifies the hair as it cleans. ----	3.0
<u>Palmolive</u> gives your skin complexion new life...leaves it softer, fresher. -----	2.8
<u>Siroil</u> tends to remove those unsightly crusts and scales from the skin. -----	3.1
<u>Listerine</u> stops bad breath 4 times better than tooth paste. -----	2.6
<u>Super-Lanolate Resinol</u> lubricates, soothes, and softens dry, cracked skin. -----	3.2

TABLE VI (continued)

STATEMENTS	AVERAGE RATING
<u>Lifebouy</u> keeps your "body breath" clean! 5 times more effective against odor than mere toilet soap. -----	2.7
<u>Nu-Curl-70</u> - the modern curl conditioning discovery by Robert Curley. -----	2.7 <del>4</del>
<u>Vitalis</u> hair tonic with V-7 grooms the hair, prevents dryness. -----	2.6 <del>4</del>
<u>Lilt</u> - the home permanent you just squeeze ...It's breeze! Ends dip, dab, press mess.	3.1 <del>4</del>
<u>Noxzema</u> gives you the cleanest, coolest shave in the world. -----	2.8
<u>Jergens Lotion</u> furnishes softening moisture your skin needs, stops detergent hands and chapping. -----	3.5

~~4~~ Statements considered "doubtful" by all groups.

TABLE VII

STATEMENTS CONSIDERED "DOUBTFUL" (3.4 to 3.5) BY  
COLLEGE GRADUATES AND TEACHERS

STATEMENTS	AVERAGE RATING
<u>Dr. Witt's Pills</u> ...good for nagging headaches. -----	3.0
<u>Bio-Dyne</u> will shrink hemorrhoids without surgery. -----	2.9
<u>Lavoptike Eye Lotion</u> soothes sore, tired, itching, irritated eyes. -----	3.2
<u>Absorbine Jr.</u> kills 100% of athlete's feet fungi in less than 5 minutes. -----	3.4
<u>Johnson Foot Soap</u> relieves tired, tender, itching, burning, perspiring feet. -----	3.4
<u>Ice Cake Medicated Foot Lotion</u> gives you 6 ways foot comfort. -----	3.4
Only <u>Royal Gelatin</u> gives you the "fresh-fruit Vitamin C", it's lower in calories.--	3.4
<u>New Fab</u> washes clothes cleaner, whiter, brighter, more lastingly odor-free than any other wash day product in the world.--	3.1
<u>Borden's Starlac</u> contains all the proteins, B Vitamins, Calcium and other minerals-of the finest pasteurized milk. -----	3.5
Simmons wonderful <u>Beautyrest Mattress</u> gives you more deep, unbroken sleep. -----	3.5
<u>Super Anahist</u> cold tablets bring relief to zones where aspirin-bufferin compound don't work. -----	3.5

TABLE VII (continued)

STATEMENTS	AVERAGE RATING
<u>Smith Brother's Cough Drops</u> give you fast relief. -----	3.2
<u>Kellogg's All-Bran</u> with milk adds needed bulk to your diet to prevent constipation.--	2.6
<u>Tums</u> for acid indigestion and upset stomach.	3.1
<u>Pepto-Bismol</u> for upset stomach in digestion, nausea, or diarrhea. -----	3.2
<u>4-Way Cold Tablets</u> will relieve stomach ills because they contain magnesia. -----	2.9
<u>Halo</u> glorifies the hair as it cleans. -----	3.5
<u>Nozain</u> is ideal for itch, cuts, scratches, burns, severe sunburn. -----	3.5
<u>Super-Lanolated Resinol</u> lubricates, soothes, and softens dry, cracked skin. -----	3.5
<u>Dr. West's</u> tooth paste - new ideas in dental care. -----	3.2
<u>Revelon's Sun Bath</u> prevents dried out skin.-	3.2
<u>Nu-Curl-70</u> , the modern curl conditioning discovery by Robert Curley. -----	2.54
<u>Revelon's Medicated Baby Silicare Lotion</u> stops diaper rash before it starts. -----	3.5
<u>Bryl Cream</u> - a little dab on the hair is all, it grooms the hair as it glorifies. -----	3.4
<u>Lustre-Creme Shampoo</u> for the most beautiful hair in the world. -----	3.3
<u>Vitalis Hair Tonic</u> grooms the hair, prevents dryness. -----	3.54

TABLE VII (continued)

STATEMENTS	AVERAGE RATING
<u>New Lilt</u> - the home permanent you just squeeze. It's breeze! Ends dip, dab, press, mess! -----	3.4 <del>7</del>
<u>Noxzema</u> gives you the cleanest, coolest shave in the world. -----	3.1

~~7~~Statements considered "doubtful" by all groups.



## TABLE VIII

STATEMENTS CONSIDERED "DOUBTFUL" (2.5 to 3.5)

BY LAYMEN

STATEMENTS	AVERAGE RATING
<u>Dr. Witt's Pills</u> - good for nagging headaches. -----	2.9
<u>Absorbine Jr.</u> - kills 100% of athlete's feet fungi in less than 5 minutes. -----	3.5
<u>Ice Cake Medicated Foot Lotion</u> gives you 6 ways foot comfort. -----	3.6
<u>New Fab</u> washes clothes cleaner, whiter, brighter, than any other wash day product in the world. -----	3.0
<u>Coldene</u> gives feelable relief in minutes... most powerful cold medicine you can buy without a prescription. -----	3.3
<u>4-Way Cold Tablets</u> will relieve stomach ills because they contain magnesia. -----	3.3
<u>Siroil</u> tends to remove those unsightly crusts and scales on the skin. -----	3.1
<u>Nozain</u> is ideal for itch, cuts, scratches, burns, severe sunburn. -----	3.5
<u>Super-Lanolated Resinol</u> lubricates, soothes and softens dry, cracked skin. -----	3.4
<u>Revelon Sun Bath</u> prevents dried-out skin. --	2.9
<u>Nu-Curl-70</u> - the modern curl conditioning discovery by Robert Curley. -----	2.94
<u>Lavoris Mouth Wash and Gargle</u> is a soothing astringent that leaves delicate mouth and throat tissues clean and invigorated. -----	3.1

TABLE VII (continued)

STATEMENTS	AVERAGE RATING
<u>Vitalis Hair Tonic</u> grooms the hair, prevents dryness - stimulates the scalp. -----	3.3 <del>4</del>
<u>New Lilt</u> - the home permanent you just squeeze - it's breeze! Ends dip, dab, press mess! -----	3.0 <del>4</del>

~~4~~Statement considered "doubtful" by all groups.

TABLE IX  
STATEMENTS CONSIDERED "FALSE" (0 - 2.4)  
BY EXPERTS

STATEMENTS	AVERAGE RATING
<u>Absorbine Jr.</u> kills 100% of athlete's feet fungi in less than 5 minutes. -----	2.0
<u>Ice Cake Medicated Foot Lotion</u> gives you 6 ways foot comfort. -----	2.5
Only <u>Royal Gelatin</u> gives you the "fresh-fruit Vitamin C", it's lower in calories.-	2.3
<u>New Fab</u> washes clothes cleaner, whiter, brighter than any other wash day product in the world. -----	2.2
<u>4-Way Cold Tablets</u> will relieve stomach ills because they contain magnesia. -----	2.0
<u>Siroil</u> tends to remove those unsightly crusts and scales from the skin. -----	2.2
<u>Listerine</u> mouth wash stops bad breath 4 times better than tooth paste. -----	2.4
<u>Super Lanolated Resinol</u> lubricates, soothes and softens dry, cracked skin. -----	2.3

TABLE X

STATEMENTS CONSIDERED "FALSE" (0 - 2.4) BY HEALTH,  
PHYSICAL EDUCATION AND SCIENCE TEACHERS

STATEMENTS	AVERAGE RATING
<u>Dr. Witt's Pills</u> good for nagging headaches.	1.8
<u>Bio-Dyne</u> will shrink hemorrhoids without surgery. -----	1.7
<u>Ice Cake Medicated Foot Lotion</u> gives you 6 way foot comfort. -----	1.9
<u>Absorbine Jr.</u> kills 100% of athlete's feet fungi in less than 5 minutes. -----	1.8
<u>New Fab</u> washes clothes cleaner, whiter, brighter than any other wash day product.--	2.0
Only <u>Royal Gelatin</u> gives you the "fresh-fruit Vitamin C", it's lower in calories.--	1.7
If you feel run down or on the borderline of anemia (tired blood), take <u>Geritol</u> . -----	2.3
<u>Smith Brother's Cough Drops</u> give you fast relief. -----	1.9
<u>Ex-Lax</u> - a good laxative for relief of constipation. -----	2.4
<u>Old Spice</u> after shave lotion is good for skin, stimulates to a health glow. -----	2.3
<u>4-Way Cold Tablets</u> will relieve stomach ills because they contain magnesia. -----	2.4
<u>Gleem with GL-70</u> is the tooth paste for people who can't brush after every meal. -----	1.9
<u>Dr. West's tooth paste</u> - new ideas in dental care. -----	2.0

TABLE X (continued)

STATEMENTS	AVERAGE RATING
<u>Revelon Sun Bath</u> prevents dried-out skin.	2.1
<u>Lanolin Plus</u> accelerates the deficiency in skin and hair appearance of aging in women over twenty. -----	2.4
<u>Ipana</u> actually has twice the decay germ-killing power of any other leading tooth paste. -----	2.4
<u>Crest</u> tooth paste, with flouristen strengthens teeth themselves. -----	2.0
<u>Bryl Cream</u> - a little dab on the hair is all, it grooms the hair as it glorifies. -----	1.9
<u>Luster-Creme Shampoo</u> for the most beautiful hair in the world. -----	2.1

TABLE XI

STATEMENTS CONSIDERED "FALSE" (0 - 2.4)

BY LAYMEN

STATEMENT	AVERAGE RATING
<u>Bio-Dyne</u> will shrink hemorrhoids without surgery. -----	1.9

TABLE XII

## A COMPARATIVE PERCENTAGE TABLE

GROUPS	TRUE STATE- MENTS	DOUBTFUL STATE- MENTS	FALSE STATE- MENTS	GRAND TOTAL
Experts	12%	75%	13%	100%
Health, Physical Education and Science Teachers	17%	52%	31%	100%
College Graduates and Teachers	52%	48%	00%	100%
Laymen	75%	23%	2%	100%
AVERAGE	39%	49%	12%	100%

Summary of Tables. Table I shows seven statements accepted as "true" by experts with an average rating ranging from 4.3 down to 3.6. Table II shows nine statements accepted as "true" by health, physical education and science teachers with average rating ranging from 4.2 down to 3.6. Table III shows thirty-one statements accepted as "true" by college graduates and teachers with averages rating from 4.6 down to 3.5. Table V shows forty-five statements "doubtful" by experts with average rating ranging from 3.5 down to 2.5. Table VI shows thirty-two statements considered "doubtful" by health, physical education and science teachers with average rating ranging from 3.5 down to 2.5. Table VII shows twenty-nine statements considered "doubtful" by college graduates and teachers with average rating ranging from 3.5 down to 2.5. Table VIII shows fourteen statements considered "doubtful" by laymen with average rating ranging from 3.5 down to 2.5. Table IX shows eight statements considered "false" by experts with average rating ranging from 2.4 down to 2.0. Table X shows nineteen statements considered "false" by health, physical education and science teachers with average rating ranging from 2.4 down to 1.7. Table XI shows one statement considered "false" by laymen with

an average rating of 1.9. College graduates and teachers do not consider any of the statements "false". Table XII shows the higher percent of statements which were accepted by college graduates, teachers and laymen, and higher percent of statements was considered "doubtful" by experts and health, physical education and science teachers.



## CHAPTER V

### SUMMARY AND CONCLUSION

An advertisement always starts with an idea and hopes to end with a sale. Advertisers have found that the surest way to influence people to buy is by appealing to their emotions. The best commercial contain ideas which appeal to listener's or viewer's "self-interest...arouse curiosity...may also offer news."<sup>1</sup>

Effective advertising sells you, not products, but benefits - for example, not mattresses but "a good night's sleep", not life insurance, but 'protection for your family's future', not soft drinks, but 'refreshments', etc."<sup>2</sup> A good advertisement "gets attention, arouses interest, creates desire and impels action."<sup>3</sup> These principles are true in both radio and television advertising.

The public is entitled to know what it is buying. The Federal Trade Commission has the power to act

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<sup>1</sup>The World Book, op. cit., Vol. I, p. 58.

<sup>2</sup>Ibid., p. 58.

<sup>3</sup>Ibid., p. 58.

against false or misleading advertising of goods which move in interstate commerce. This is one of the regulating, controlling forces of advertising.

The greatest control over advertising, however, is that which the advertiser himself exercises directly. The smart businessman realizes that honest advertising serves his interests as well as those of the public.

Knowing these factors, the public may be aware of advertised products that claim to maintain or improve one's health. The more knowledge or education the public has about the body's functions, care and preventive methods of diseases, they are better able to know whether to accept or not accept the use of products advertised.

In this study, the writer found that (1) most of the sixty products submitted rated doubtful among experts and health, physical education and science teachers. (2) The statements or claims in connection with products designed to relieve pain and improve general health enjoyed the highest degree of acceptance by experts. (3) There is a negative relationship between educational knowledge of the body and acceptance of radio and television advertising. (4) Generally

speaking, claims made regarding different product groups, are given a higher rating on the credibility scale by those of lower socio-economic status than by those of higher socio-economic status. (5) The older people seem to accept the products advertised more than the younger people, and (6) The overall per cent of the four categories rated highly doubtful with the judges.\*

There is a great need for further study on this subject so the public can be informed and gain knowledge of products which are good for improving and maintaining good health.

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\*See Appendix B.

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## APPENDIX

## APPENDIX A.

Questionnaire showing the overall average rating of the sixty statements submitted to the groups. The ratings are as follows:

1. True (3.6 to 5.0) if known by experience or by scientific test.
2. Not certain or doubtful (2.5 to 3.5), nothing known about the product.
3. False (0 to 2.5) known from experience or scientific test.

## COMMERCIAL PRODUCT ADVERTISEMENTS

STATEMENTS RELATING TO PAIN RELIEF AND GENERAL HEALTH	TRUE	NOT CERTAIN OR DOUBTFUL	FALSE	OVERALL AVERAGE RATING
<u>Anacin</u> acts to (1) relieve pain, (2) calm nerves - leaves you relaxed, (3) fights depression and does not upset stomach.	4.4	3.3		3.5**
For 50 years, people have found swift, effective relief by using <u>De Witt's Pills</u> for nagging headaches.		2.9	1.8	2.3***
<u>Bio-Dyne</u> will shrink hemorrhoids without surgery.		2.9	1.8	2.3***

## COMMERCIAL PRODUCT ADVERTISEMENTS (continued)

STATEMENTS RELATING TO PAIN RELIEF AND GENERAL HEALTH	TRUE	NOT CERTAIN OR DOUBTFUL	FALSE	OVERALL AVERAGE RATING
<u>Absorbine Jr.</u> kills 100% athlete's foot fungi in less than 5 minutes.		3.3	1.8	2.5**
Why suffer agonies of corns and callouses; tired, tender, itching, burning, perspiring feet, get prompt relief the sure way with <u>Johnson Foot Lotion.</u>	4	2.8		3.4**
When glare, dust, smoke or tension bothers your eyes, soothe them with <u>Murine.</u>	4.0			4.0*
<u>Ice Cake Medicated Foot Lotion</u> gives you 6-way foot comfort and pro- tection - cools, soothes, relieves, stops, prevents and re- tards sore, tired feet.		3.5	2.2	2.8**
<u>Miles Nervine</u> , relaxes and let you sleep.	3.4	2.7		3.0**
<u>Mexsana Powder</u> relieves and actually prevents simple rashes, chafe, gall shoe, sore feet.	4.1	2.5		3.3**
Only <u>Royal Gelatin</u> gives you the "fresh- fruit Vitamin C", it's lower in calories.	3.8	3.4	2.0	3.0**

## COMMERCIAL PRODUCT ADVERTISEMENTS (continued)

STATEMENTS RELATING TO PAIN RELIEF AND GENERAL HEALTH	TRUE	NOT CERTAIN OR DOUBTFUL	FALSE	OVERALL AVERAGE RATING
<u>New Fab</u> washes clothes cleaner, whiter, brighter, more lastingly odor-free than any other wash day product in the world.		3.0	2.1	2.5**
<u>Borden's Starlac</u> contains all the proteins, B Vitamins, Calcium and other minerals of the finest pasteurized milk.	3.9	3.5		3.7*
<u>Bufferin</u> relieves pain twice as fast. Di-Alminate makes the difference.	3.8	2.5		3.1*
<u>Geritol</u> . If you feel run down or on the border line of anemia (tired blood), use Geritol.	3.7	2.8	2.3	2.9**
Relax eyes from close work-look up frequently; also bathe sore, tired, itching, irritated eyes with soothing, comforting <u>Lavoptike Eye Lotion</u> .				
11 years of research with actual sleepers show more deep, unbroken sleep with <u>Beautyrest Mattress</u> .	4.2	3.4		3.8



## COMMERCIAL PRODUCT ADVERTISEMENTS (continued)

STATEMENTS RELATING TO PAIN RELIEF AND GENERAL HEALTH (RESPIRATORY ORGANS)	TRUE	NOT CERTAIN OR DOUBTFUL	FALSE	OVERALL AVERAGE RATING
<u>Super Anahist Nasal</u> <u>Spray</u> contains thonzide that melts away mucus. Decongestants to shrink swollen membranes-open all to nasal sinus areas.	4.3	3.2		3.7*
<u>Alka-Seltzer</u> brings re- lief, not only for part of you, but all of you ...cold discomforts.	4.5	2.9		3.7*
<u>Super Anahist Cold</u> <u>Tablets</u> bring relief to 3 zones where aspirin- bufferin compounds don't work.	3.6	3.4		3.5**
<u>Coldene</u> gives feelable relief in minutes... without a prescription.	3.9	3.2		3.5*
<u>Bromo Quinine</u> guaran- tees you more complete relief than any other cold remedy.	4.1	2.8		3.4**
<u>Smith Brother's Cough</u> <u>Drops</u> give you fast re- lief.	3.9	3.1	1.9	2.9**
<u>4-Way Cold Tablets</u> made with aspirin will relieve aches, pains and respiratory conges- tion due to cold.	4.4	3.4		3.7*

## COMMERCIAL PRODUCT ADVERTISEMENTS (continued)

STATEMENTS RELATING TO HEALTH OF THE RESPIRATORY ORGANS	TRUE	NOT CERTAIN OR DOUBTFUL	OVERALL AVERAGE RATING
Vicks Inhaler now... grand feeling of re- lief from cold... stuffed nose.	4.3	3.4	3.8*
<u>4-Way Cold Tablets</u> for the relief of colds, distress and simple headache.	4.1	3.3	3.7*
STATEMENTS RELATING TO DIGESTIVE, ASSIMILATIVE, AND EXCRETORY FUNCTIONS			
Now there's a safe, natural way to over- come constipation due to lack of bulk with- out habit-forming laxative drugs; a daily half-cup of <u>Kellogg's All-Bran</u> with milk adds needed bulk to your diet.	3.9	2.3	3.0**
<u>Tums</u> for acid indiges- tion and upset stomach.	4.6	2.9	3.7**
For upset stomach in- digestion, nausea, or diarrhea, <u>Pepto-</u> <u>Bismol's</u> special medi- cinal formula soothes with a gentle coating action.	3.8	3.1	3.4***
<u>Alka-Seltzer</u> brings re- lief to upset stomach.	4.5	2.7	3.6*

## COMMERCIAL PRODUCT ADVERTISEMENTS (continued)

STATEMENTS RELATING TO DIGESTIVE, ASSIMILATIVE, AND EXCRETORY FUNCTIONS	TRUE	NOT CERTAIN OR DOUBTFUL	FALSE	OVERALL AVERAGE RATING
<u>Wesson Oil</u> brightens flavor in foods and di- gestive frying.	4.2	2.9		3.5**
<u>Ex-Lax</u> - a good laxa- tive for relief of constipation.	4.4	3.0	2.4	3.2
<u>4-Way Cold Tablets</u> will relieve stomach ills because they con- tain magnesia.		3.1	2.2	2.6**
<u>Milk of Magnesia</u> , an antacid for simple gastric hyperacidity ...mildly laxative.	4.0			4.0*
<u>Sal Hepatica</u> ...no other kind of laxative is so gentle, yet so fast acting and sweet- ens sour stomach at the same time.	4.1	2.7		3.4**
STATEMENTS RELATING TO MAINTENANCE AND IMPROVEMENT OF HEALTH, SKIN, HAIR AND TEETH				
<u>Halo</u> glorifies the hair as it cleans.	3.8	3.2		3.5**

## COMMERCIAL PRODUCT ADVERTISEMENTS (continued)

STATEMENTS RELATING TO MAINTENANCE AND IMPROVEMENT OF HEALTH, SKIN, HAIR AND TEETH	TRUE	NOT CERTAIN OR DOUBTFUL	FALSE	OVERALL AVERAGE RATING
You can give your skin complexion new life-- leave it softer, fresh- er with new <u>Palmolive</u> care.	3.8	2.7		3.2**
For 25 years, Psoria- sis sufferers have learned that <u>Siroil</u> tends to remove those unsightly crusts and scales.		3.1	2.2	2.6**
<u>Listerine</u> stops bad breath four times better than toothpaste!				
<u>Nozain</u> is ideal for itch, cuts, scrapes, burns, sunburn.	3.8	3.5	2.4	3.2**
<u>Super-Lanolated</u> <u>Resinol</u> lubricates, soothes and softens dry, cracked skin while its six medical- ly approved ingredi- ents swiftly ease the itching--promotes healing, helps nature clear up the trouble.		3.3	2.3	2.6**
<u>Old Spice</u> after shave lotion is good for your skin, stimulates to a health glow, con- tains extra emollients to guard against loss of vital skin moisture!	4.0	3.5	2.3	3.2*

## COMMERCIAL PRODUCT ADVERTISEMENTS (continued)

STATEMENTS RELATING TO MAINTENANCE AND IMPROVEMENT OF HEALTH, SKIN, HAIR AND TEETH	TRUE	NOT CERTAIN OR DOUBTFUL	FALSE	OVERALL AVERAGE RATING
<u>Lifebouy</u> keeps your "body breath" clean! 5 times more effective against odor than mere toilet soap.	4.4	3.0		3.7*
<u>Gleem</u> with GL-70 is the tooth paste for people who can't brush after every meal.	3.9	2.5	1.9	2.7**
<u>Dr. West's</u> tooth paste ..new ideas in dental care. More protection in a single brushing than any other way.				
Exclusive new suntan discovery-prevents driedout skin...it moisturizes. <u>Revelon</u> <u>Sun Bath</u> .		2.9	2.1	2.5**
<u>Nu-Curl-70</u> , the modern curl conditioning dis- covery by Robert Curley.		2.7		2.7**
<u>Lanolin Plus</u> accele- rates the deficiency in skin and hair appear- ance of aging in women over twenty.	3.8	3.0	2.0	2.6**
<u>Ipana</u> with WD-9 actual- ly has twice the decay germ killing power of any other leading tooth paste.	3.9	2.5	2.4	2.9**

## COMMERCIAL PRODUCT ADVERTISEMENTS (continued)

STATEMENTS RELATING TO MAINTENANCE AND IMPROVEMENT OF HEALTH, SKIN, HAIR AND TEETH	TRUE	NOT CERTAIN OR DOUBTFUL	FALSE	OVERALL AVERAGE RATING
<u>Revelon's medicated Baby Silicare Lotion</u> stops diaper rash before it starts.	4.0	3.0		3.5**
<u>Colgate Dental Cream</u> and gardol cleans your breath as it cleans your teeth.	4.2	2.9		3.5**
<u>Crest Tooth Paste</u> with flouristan strengthens teeth themselves...it actually goes in... and locks decay out.	3.9	2.7	2.0	2.9**
<u>Lavoris Mouth Wash and Gargle</u> is a soothing astringent that leaves delicate mouth and throat tissues clean and invigorated.	4.1	3.1		3.6*
There's a natural gen- tleness about <u>Lux</u> that makes it perfect for complexion and bath.	4.1	3.2		3.6*
Soap dries your skin, but <u>Dove</u> creams your skin while you wash.	4.1	3.2		3.6*
<u>Bryl Cream</u> . A little dab on the hair is all; it grooms the hair as it glorifies, all the girls will rush to you.	4.0	3.1	2.1	3.0**

## COMMERCIAL PRODUCT ADVERTISEMENTS (CONTINUED)

STATEMENTS RELATING TO MAINTENANCE AND IMPROVEMENT OF HEALTH, SKIN, HAIR AND TEETH	TRUE	NOT CERTAIN OR DOUBTFUL	FALSE	OVERALL AVERAGE RATING
For the most beautiful hair in the world 4 out of 5 top movie stars use <u>Lustre-Creme Shampoo</u> .	4.0	3.1	2.1	3.0**
<u>New Vitalis Hair Tonic</u> with V-7 grooms the hair-prevents dryness..stimulates the scalp.		3.3		3.3**
<u>New Lilt</u> - the home permanent you just squeeze --it's breeze! ends dip, dab, press mess!	3.0			3.0**
<u>Jergens Lotion</u> ... furnishes softening moisture your skin needs..stops detergent hands and chapping.	4.3	3.5		3.9*
<u>Noxzema</u> gives you the cleanest, coolest shave in the world.	3.9	2.8		3.3**

\* Statements rated "true".

\*\* Statements rated "doubtful".

\*\*\* Statements rated "false".

## APPENDIX B

OVERALL PERCENTAGE OF THE FOUR CATEGORIES  
RELATED TO HEALTH STUDIED

CATEGORIES	TRUE	NOT CERTAIN OR DOUBTFUL	FALSE	GRAND TOTAL
Related to pain relief and general health.	19%	69%	12%	100%
Related to health of respiratory organs.	56%	44%	00%	100%
Related to digestive, assimilative and ex- cretory functions.	33%	67%	00%	100%
Related to maintenance and improvement of health, skin, hair and teeth.	23%	77%	00%	100%
AVERAGE	32.75 %	64.25 %	3%	100%